DIGITAL RECRUITMENT: WHY GOING SOCIAL IS ENGAGING (AND NECESSARY!)

MARY M. RYDESKY
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As social media had become more prevalent, businesses have struggled to keep a balanced view. Misuse can destroy productivity & harm the company's reputation. Yet, ignoring it can pinch the hiring funnel, alienate employees & customers, and leave you with a 'so last century' reputation. How does HR cope? In this presentation, current trends & best practices form the backdrop of practical tips the HR professional can take to the office for immediate consideration.

Objectives
1. List top social media for recruitment & name at least 2 up and comers
2. Describe 3 or more benefits of engaging in digital recruiting
3. Relate analytics & ROI that measure HR recruitment performance
4. Outline 5 ways a social media program impacts employee engagement, & state how employee engagement feeds the hiring funnel

SOCIAL MEDIA FOR RECRUITING: TOP SITES

Source: www.work4labs.com/how-to-use-the-top-six-social-media-platforms-for-recruiting/
**Social Media Sites Used for Recruitment**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>95%</td>
<td>94%</td>
<td>96%</td>
</tr>
<tr>
<td>Facebook</td>
<td>58%</td>
<td>54%</td>
<td>66%</td>
</tr>
<tr>
<td>Twitter</td>
<td>42%</td>
<td>39%</td>
<td>53%</td>
</tr>
<tr>
<td>Professional or association social networking site (other than SHRM Connect)</td>
<td>23%</td>
<td>29%</td>
<td>35%</td>
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</table>
EFFECTIVENESS OF SOCIAL MEDIA RECRUITING IN DECREASING TIME TO FILL POSITIONS

- 77% said it was effective to decrease time to fill non-management, salaried positions.
- 47% effective for management positions (e.g., directors, managers).
- 39% effective for executive/upper management positions (e.g., CEO, CFO).
- 32% effective for nonmanagement, hourly employees.

METRICS FOR SOCIAL RECRUITING

3 Topline KPIs Every CEO Needs to Know

1. OVERALL COST-PER-HIRE
   Establishes a key recruiting benchmark by dividing the total recruitment costs (e.g., hiring, onboarding, and training) by the number of hires.

2. BEST SOURCE-PER-HIRE
   Helps you analyze which channels (e.g., job boards) or programs (e.g., employee referrals) are the best ROI for your job postings.

3. EMPLOYEE ATTRITION RATE
   Helps calculate the percentage of employees leaving the company over a given time period.

4. TIME TO HIRE

Specific Channels to Track

<table>
<thead>
<tr>
<th>Channel</th>
<th>Number of Hires</th>
<th>Rate of Quality [1 = lowest quality, 10 = highest quality]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Boards</td>
<td></td>
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<tr>
<td>Employee Referrals</td>
<td></td>
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<tr>
<td>Display Advertising</td>
<td></td>
<td></td>
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<tr>
<td>Internal Recruiters</td>
<td></td>
<td></td>
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<tr>
<td>External Recruiting</td>
<td></td>
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<tr>
<td>Applicant Tracking System</td>
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</tr>
</tbody>
</table>

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METRICS FOR SOCIAL RECRUITING

Cost-Per-Hire by Channel

- Job Boards: $ ______
- Employee Referrals: $ ______
- Display Advertising: $ ______
- Internal Recruiters: $ ______
- External Recruiting: $ ______
  Outsourcing, partnerships
- Applicant Tracking System: $ ______

WHY?

- Have a plan
- Develop a multi-channel sourcing strategy
- Recruit an advisory team (HR, IT, recent employees)
- Be consistent
- Evaluate
- Commit to changing the 'look & feel' 2 – 4x per year
- Share metrics throughout your company

TIPS

- Have a plan
- Develop a multi-channel sourcing strategy
- Recruit an advisory team (HR, IT, recent employees)
- Be consistent
- Evaluate
- Commit to changing the 'look & feel' 2 – 4x per year
- Share metrics throughout your company
RESOURCES
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• Nambisan, S., Stryker, K., Magrath, A., & Song, M. (n.d.). Digitizing Talent: Creative Strategies for the
  Digital Recruiting Age | Conferences. Retrieved from
• SHRM - www.shrm.org search ‘social recruiting’; also Social Media Recruiting Screening (pdf)

THANK YOU
Mary M. Rydesky
907-227-2393
Anchorage, Alaska
mrydesky@transitionmanagement.us